



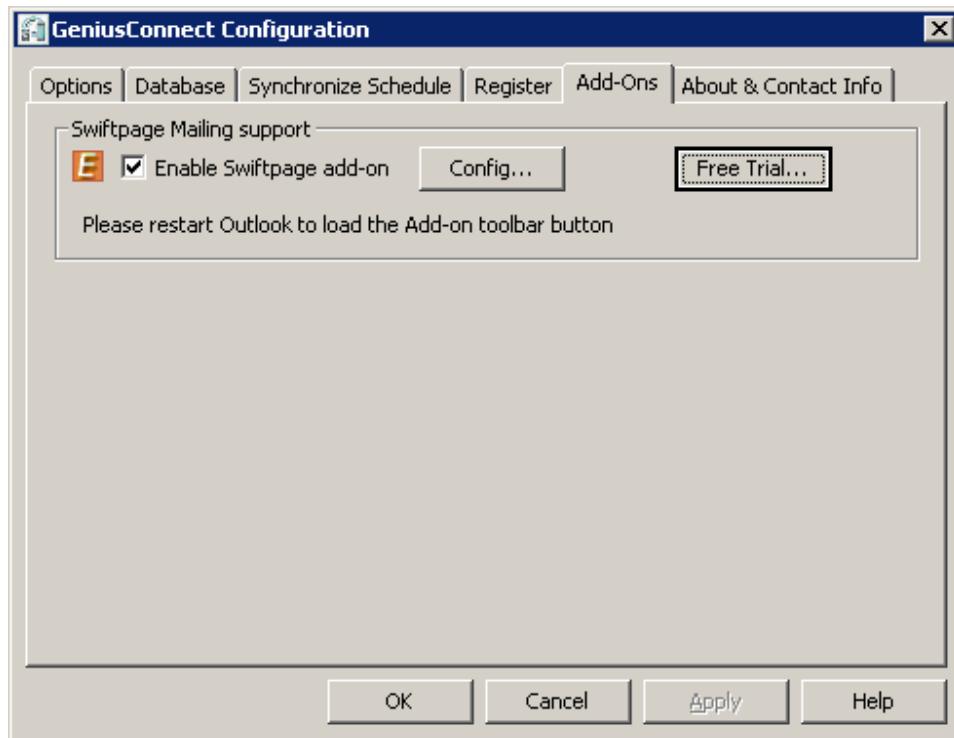
Swiftpage Email Marketing Add-on for GeniusConnect

We are pleased to announce our OEM partnership allowing the integration of Swiftpage directly into GeniusConnect's database connectivity solution.

The integration of Swiftpage into GeniusConnect includes the following features:

- Every Table/View linked to an Outlook /Exchange Folder, can be used to prepare a mailing list. This can be any type of folder, not only Contacts folders.
- Users can enter search parameters to make sub-selections to better define a target audience.
- User can dynamically map db columns to mailing columns.
- GeniusConnect will then create and send the list to the Swiftpage server.

Following is an example of how to configure and utilize the new add-on features:



To start using email marketing with GeniusConnect:

1. at least one folder must be linked to database
2. Click the Free Trial button to create a Free Trial account
3. Check the "Enable Swiftpage add-on" checkbox
4. Click the "Config.." buttons and enter your account info
5. Restart Outlook



GeniusConnect toolbar will display a new toolbar button:



To create a list to send email to, click the Swiftpage button.

Prepare Swiftpage email marketing list

The screenshot shows the 'Based on mappings' dialog box. It includes a 'Select folder link' dropdown set to '{Personal Folders}\Shared\SampleCont'. There are checkboxes for 'Use DB Names' and 'Show unmapped DB columns'. Below is a table for defining search parameters:

Column Name	Compare	Search value
HTMLBody	Like(%=...	
Business Address City	Like(%=...	Amster
Business Address C...	Like(%=...	
Business Fax	Like(%=...	
Business Home Page	Like(%=...	
Business Address P...	Like(%=...	

Buttons for 'Select' and 'Clear' are present. Below the search table, there are instructions: 'Right click column headers to hide columns'. A table shows the resulting data:

Email	Business Address City	Business Address Coi
a.de.ca...	Amsterdam	Nederland
a.m.be...	Amsterdam	Nederland
A.v.We...	Amsterdam	Nederland
c.hoev...	Amsterdam	Nederland
c.kampi...	Amsterdam	Nederland
corpco...	Amsterdam-Zuidoost	Nederland
dibas@...	Amsterdam	Nederland
EFausti...	Amsterdam	Nederland
elarson...	Amsterdam	Nederland
eveline...	Amsterdam	Netherlands
g.cover...	Amsterdam	Nederland
gvdvoo...	Amsterdam	Nederland
info@p...	Amsterdam	Nederland
info@p...	Amsterdam	Nederland
info@p...	Amsterdam	Nederland
info@v...	Amsterdam	Nederland

Buttons for 'Mapping->', 'Add->', and 'Add all->' are available. On the right, a 'New Address' field is empty, and a 'Send list' field contains '(info@x.com;info@y.com)' with an 'Add' button. Below is a table of the send list:

City	Zip Code	Email Address
Amsterdam	1062EA	a.de.caspari...
Amsterdam	1062EA	a.m.benham...
Amsterdam	1013 AA	a.v.westerof...
Amsterdam	1062EA	c.hoewelaker...
Amsterdam	1013 AA	c.kamping@v...
Amsterdam-Zuidoost	1101 BE	corpcomm@t...
Amsterdam	1053 ST	dibas@wxs.r...
Amsterdam	1011 MT	efautinoni@...
Amsterdam	1018 ZW	elarson@por...
Amsterdam	1019AX	eveline.perq...
Amsterdam		g.covers@gr...
Amsterdam	1096 EE	gvdvoort@k...
Amsterdam	1000 GK	info@portof...
Amsterdam	1016 ED	info@vander...
Amsterdam	1013 AA	j.v.wijk@wor...
Amsterdam	1013 AA	j.westhoff@...
Amsterdam	1062EA	krouwerr@gl...
AMSTERDAM	1096 AH	l.schmidt@sc...
Amsterdam	1051 LH	lawyers@kvc...
Amsterdam	1098 VA	lesterhuis@r...
Amsterdam	1011 MT	mlverheij@at...
Amsterdam	1101 GA	nooteboom@...
Amsterdam	1015 AE	npoland@tlp...
Amsterdam-Zuidoost	1105 BV	pr@versatel...
Amsterdam	1015GB	ronald@jurre...

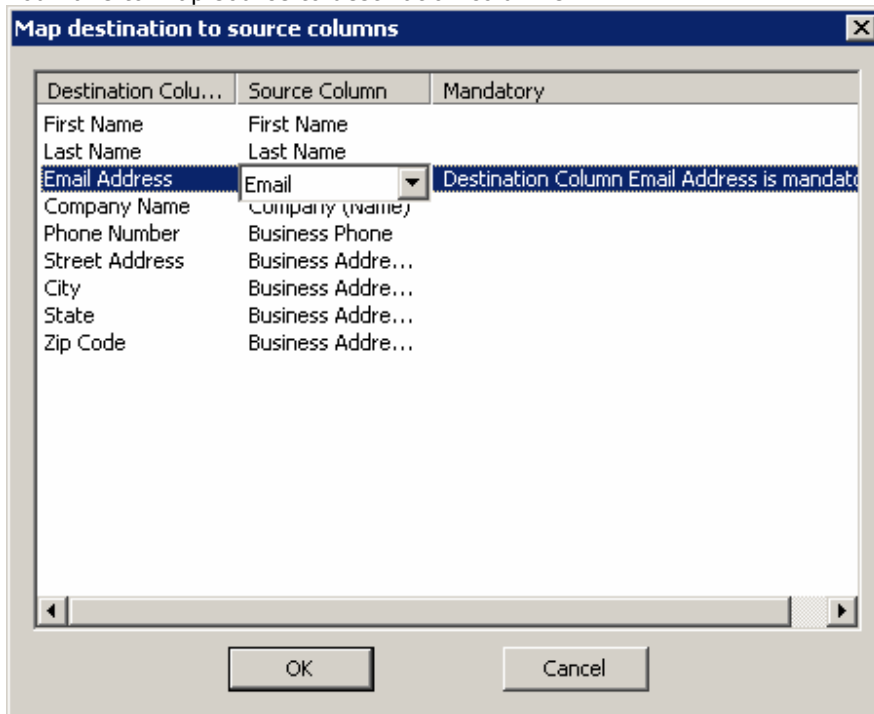
Buttons for 'Remove', 'Send...', 'Close', and 'Help' are at the bottom. A status bar at the bottom reads: '28 rows in send list. (28 rows inserted. 5 rows ignored:0 rows with empty/invalid Email Address value, 5 rows with duplicate Email Address)'

Steps to prepare a list to send email to directly from tables/views behind linked folders:

1. Select a Folder link you want to use
This can be any folder linked to a table with at least one email column
2. Enter search parameters
Choose an operator and enter the search value. (You can ignore this step to select all records)
% sign is a wildcard character for Like/Not like operator: %west% will find for example Amsterdam-West, West York Illinois, etc..
3. Click Select button to start the Search
4. Click Add-> button to add only selected rows to the Send List or Click Add-all to Add all rows.



5. You have to map source to destination columns



The Email Address column is mandatory and must be mapped!

6. You can add a new email address manually in the New Address field and click the Add button. You can use ; separator to add multiple email addresses (J@X.com;J2@Y.com;t@T.com)
7. To use the Send List, click the "Send" Button



GeniusConnect will create a csv file and start Swiftpage dialogs to finalize the mailing:

The screenshot shows a Windows-style dialog box titled "E Template Selection". At the top, there is a text box containing the message: "Just learning the interface and dont have time to attend a webinar? No problem, simply download and watch a training video on your own time from Swiftpage University www.swiftpage.com/university." Below this, the file path "\Temp\GC240107144841.csv" is displayed. The main area of the dialog has three input fields: "Email Template:" with a dropdown menu showing "zzz_Newsletter 5", "Subject:" with an empty text box, and "Message:" with a larger empty text area. To the right of these fields are four buttons: "Send Test", "Preview", "Edit", and "Clear". At the bottom left is a "Next" button, and at the bottom right is a "Close" button.